



## MEDIA KIT

From The Publisher

Dear Neighbors and Friends:

On April 1, 2006, the first issue of *Street Hype*, a community lifestyle newspaper that aims to entertain and educate hits the street of New York.

We are about disseminating information that highlights the challenges, opportunities and successes of people.

As a policy, we will not be bias to any political or religious organizations.

We will however, serve as a reliable medium for the expression of all views and opinions as permitted under the the US constitution.

It is a privilege and honor for us to be providing information to the public. We will therefore carry out our responsibilities with honesty and integrity at all times.

Through the pages of *Street Hype*, we hope to influence and promote success and better living condition of our readers.

Since there will be no cover charge for the paper, our advertisers will be our only source of revenue.

*Street Hype* is the most cost-effective medium to reach local residents.

We are inviting anybody who has a product or service to sell, to take advantage of our low cost advertising rates.



patrick@streethypenewspaper

In support of our mission, we are looking forward to publish news releases or other community related information. Your small event could be our big story on the pages of *Street Hype*.

Your ideas and opinions are always welcome.

Sincerely,  
Patrick Maitland



Business Address: 711 S Columbus, Mount Vernon, NY 10550 • Mailing Address: P.O Box 26, Bronx, NY 10466

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethypenewspaper.com](mailto:advertising@streethypenewspaper.com) or [editor@streethypenewspaper.com](mailto:editor@streethypenewspaper.com)

Website: [www.streethypenewspaper.com](http://www.streethypenewspaper.com)

Published by: JAMVISTA COMMUNICATIONS

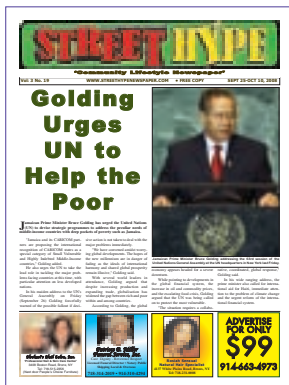
# STREET HYPE

## Our Mission

Street Hype entertains, educates, promotes, informs as well as highlights the news, views and activities of ordinary people, primarily in New York.

## Contents

News; Opinions; Entertainment; Health Care; Legal Matters; Natural Living; Food and Nutrition; Computer Technology; Careers Opportunities; Sports; Community Events; Educational Opportunities and Money Issues.



## Readership and Circulation

STREET HYPE is the trusted source of news and information for over 120,000 readers. Audience of mainly African Americans and Caribbean nationals who are affluent, well-educated and business professionals - a high value target to advertisers

## Distributions

A network of over 2,000 state-wide outlets including: laundry mats; newspaper stands, business places in the New York metropolitan areas - Bronx; Brooklyn; Queens; Mount Vernon; Manhattan; Staten Island; Westchester; White Plains and New Rochelle.

Frequency of Publication: Published biweekly.

## Mechanical Requirements

Tabloid-sized newspapers, printed by the offset printing process, camera-ready materials utilizing screens no finer than 85 lines per inch. Film must be right reading with emulsion side down.

## Deadlines

All editorial and advertisement material must be submitted at least 5 days business days prior to deadline.

Business Address: 711 S Columbus, Mount Vernon, NY 10550 • Mailing Address: P.O Box 26, Bronx, NY 10466

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethypenewspaper.com](mailto:advertising@streethypenewspaper.com) or [editor@streethypenewspaper.com](mailto:editor@streethypenewspaper.com)

Website: [www.streethypenewspaper.com](http://www.streethypenewspaper.com)

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"Community Lifestyle Newspaper"

## ADVERTISING CONTRACT

Rates per issue			
	Black	Color	
<input type="checkbox"/> 1 Page (13.5" x 10")	= \$ 699	799	<ul style="list-style-type: none"><li>• Readership - 120,000; New York</li><li>• 16-60 yrs; Caribbean Nationals; African American</li><li>• News; Entertainment; Technology; Health; Laws</li><li>• Frequency of Publication: Published biweekly.</li><li>• Deadlines: All editorial and adverts material must be submitted at least 5 days business days prior to deadline.</li><li>• Mechanical: Tabloid-sized, 14" x 11"</li></ul>
<input type="checkbox"/> 1/2 Page (6.75" x 10")	= \$ 399	499	
<input type="checkbox"/> 1/4 Page (7.5" x 5")	= \$ 199	299	
<input type="checkbox"/> 1/8 page (2" x 5")	= \$ 99	150	
<input type="checkbox"/> Business card (3.25" x 5")	= \$ 40		
<hr/>			
<input type="checkbox"/> Color Rate -per page	= \$ 99		
<input type="checkbox"/> Classified Ads	= \$ 20 (30 words max)		

I/we agreed to place advertisement in Street Hype under th following conditions:

Size: \_\_\_\_\_ @ \$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_  
(Color) (# of runs)

Less Discount: \$ \_\_\_\_\_ (%) = Total Cost: \$ \_\_\_\_\_

Select Payment Method: • Cash • Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_ Balance \$ \_\_\_\_\_  
• Bill me later (Subject to credit approval)

Terms: Cash or payment due within five days of publication;  
Check payable to 'Jamvista Communications'

Client/Company: \_\_\_\_\_

Name of Manager/CEO/Owner: \_\_\_\_\_

Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_ State: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Tel: \_\_\_\_\_

Signed by: X \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Street Hype's Rep: x \_\_\_\_\_ Date: \_\_\_\_\_

*Completed and signed Contract e-mailed, faxed or submitted to:*

The Advertising Manager  
Street Hype Newspaper

711 S Columbus, Mount Vernon, NY 10550

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethypenewspaper.com](mailto:advertising@streethypenewspaper.com) or [editor@streethypenewspaper.com](mailto:editor@streethypenewspaper.com)

Website: [www.streethypenewspaper.com](http://www.streethypenewspaper.com)